

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein Art Unit : 3682
Serial No. : 10/748,682 Examiner : Khanh H. Le
Filed : December 31, 2003 Conf. No. : 1976
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Foreign patent documents and non-patent literature are enclosed. Copies of communications from a foreign patent office in two related counterpart applications are also enclosed.

This statement is being filed after a first Office Action on the merits, but before receipt of a final Office Action or a Notice of Allowance.

The IDS fee is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other credits or charges to Deposit Account No. 06-1050.

Respectfully submitted,

Date: July 11, 2011

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